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A close-up of a row of our Premier. Whether you need 100 or 100,000 we have them

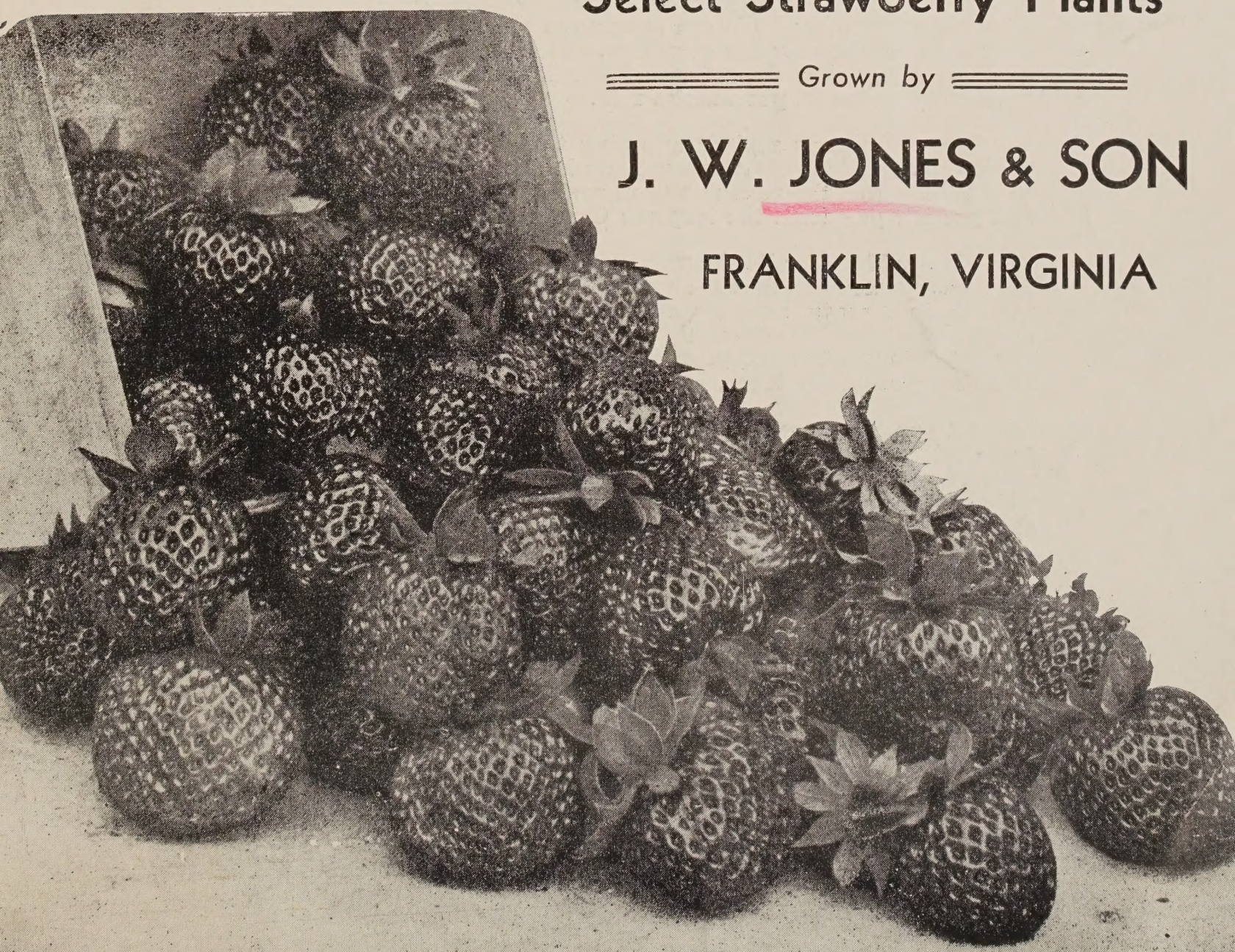
JONES' 1947 CATALOG OF

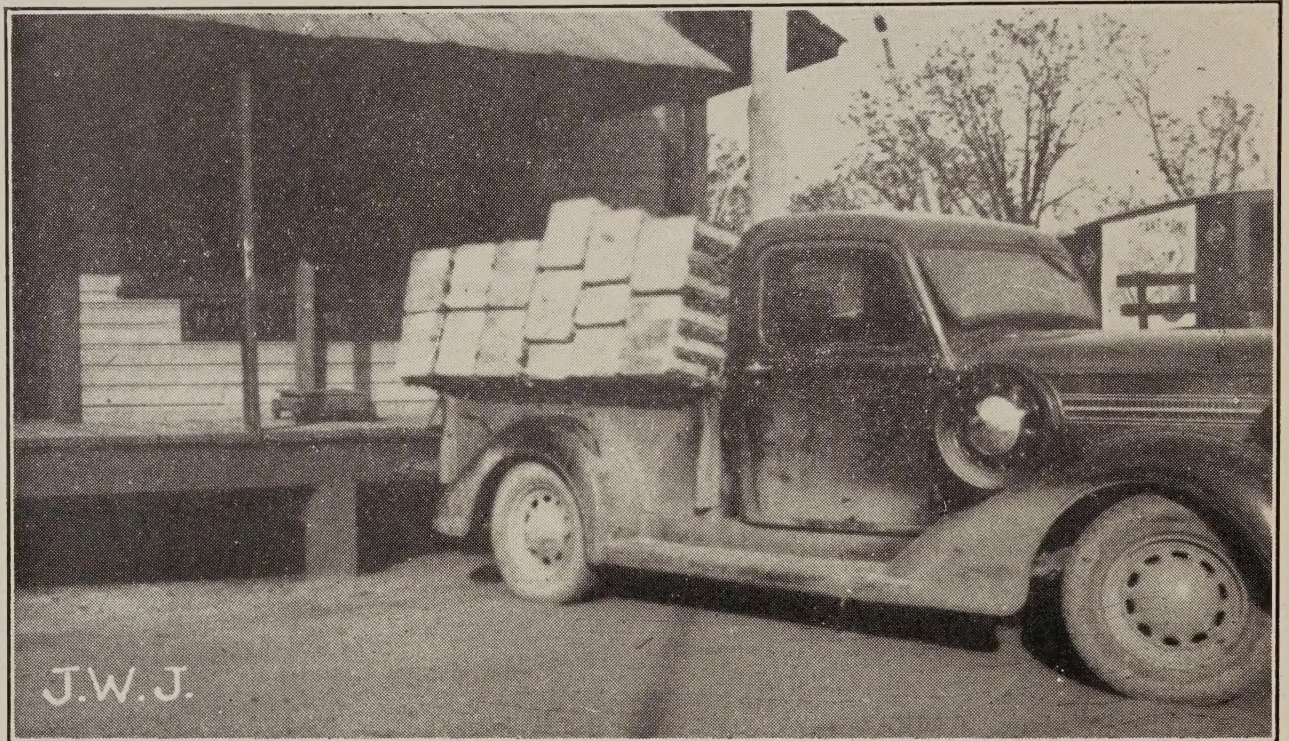
Select Strawberry Plants

===== Grown by =====

J. W. JONES & SON

FRANKLIN, VIRGINIA





A load of our plants at the Express Office here. Note the slatted crates. Plenty of air for crowns of plants.

For forty six years we have been selling strawberry plants by catalogue only, filling orders with strictly fresh dug, true-to-name, high grade stock of our own growing. We can sometimes ship during January and February, depending on the severity of winter, but after March first we are able to dig and ship daily until May first. After May first we can ship out a limited number of orders at purchaser's risk.

We will always replace anything that may reach you in bad condition, providing the transportation company has given it proper dispatch. If it has been too long on the road refuse to receive it. We will then refill your order and get our pay from the Express Company.

We would prefer Bank Draft or P. O. Money Order in payment of plants, for please remember that our terms are Cash with Order. We cannot undertake to do a credit business at the price at which our plants are sold. To serve you at the lowest cash price is, we believe very distinctly to your advantage. We will book your order and hold the plants a reasonable time awaiting your remittance.

All our plants are freshly dug, carefully cleaned, tied in bunches of 27 (counted as 25), labeled with wood labels, neatly packed in slatted crates, none of which are more than 12 inches deep, and all of which are 12 inches wide. A Certificate of Inspection accompanies each package. We have an absolutely clean bill of health.

WE HAVE A MUCH LARGER QUANTITY OF PLANTS THIS YEAR THAN FOR THE PAST FOUR AND WILL BE ABLE TO HANDLE ALL ORDERS WITH FINE STOCKY PLANTS, AND AT THE SAME TIME HAVE BEEN ABLE TO REDUCE PRICES.

We appreciate your business. We will do our best to please you. We feel sure we can.

J. W. JONES & SON.



A bunch of our plants opened for inspection.

Some Musts

1. **There must be a good soil.** This is a primary necessity. Only good plants can be produced in a proper soil environment. But even as important, when plants are to be **dug for shipping**, it must be a soil that is porous enough so that all the **small roots** can be removed with the plants. Only a sandy soil has this requirement. In any naturally compact soil many of the roots will be broken off, even when the utmost care is used in digging them.
2. **There must be good healthy growing conditions available.** And as a recognized and very important factor in this respect this demand can only be met in a soil that is free from disease incidental to strawberries. It is now known that continued use of the same soil in growing plants tends to increase the presence of disease in them. As a matter of fact, there are some locations that have become so obviously infected that plants can no longer be grown in them. Beyond all question a completely virgin soil is the best that is procurable.
3. **There must be care in handling the plants so far as exposure to sun and air are concerned.** Late in the season this is a very important matter. A perfectly good plant may have its vitality greatly impaired and sometimes may be killed outright by laxity in keeping the roots covered and moist, from the soil to the packing crate.
4. **They must be carefully and scientifically packed.** Too much emphasis cannot be placed on this. All the above enumerated factors may be present and then if the packing is poor, plants are destined to reach destination in poor condition. **They should be moist but not too wet.** The crowns should have air. They should be firm in the crate, so the roots will not get air. A good grade of moss should be used.



Setting plants in our fields. If help is not plentiful, one row plant setting machines are indicated.

Some Advice on Growing Berries

It will be understood that these suggestions about the growing of strawberries are intended for beginners only, since those who have had experience will know quite as much about it as we do, and in relation to their particular locality, more. The matted-row system is the one by which at least 95% of all berries are grown, that is to leave just about all the runners produced to make plants, leaving only enough room in the alley for the convenience of the pickers. However, thinning for the rampant plant makers is an imperative necessity if one is to get fruit of good size and appearance.

SELECT WELL DRAINED SOIL. The fundamental element of success in growing any crop is the selection of soil. Strawberries need a strong, well-drained location, but at the same time, the land should be as retentive of moisture as it is possible to have it. Strawberries suffer more from dry weather than from any other cause and therefore a moist soil always contributes to success. Grow cowpeas on land the previous year to planting strawberries if it is possible, where they are not practicable, sow rye in the early fall and plow under early the next spring, as strawberries need a soil full of hums. It holds the moisture and makes them grow and bear much better.

DISTANCE TO PLANT. Make your rows $3\frac{1}{2}$ to 4 ft. apart and set plants from 15 inches to 30 inches apart in the rows, depending on the variety. Starbright, making but few plants, should be spaced about 15 inches. Blakemore, a prolific plant maker, will get too thick quit often if set 30 inches. Midland, Premier, Dorsett, Fairfax and most midseason kinds will usually make a proper bed if planted 2 feet apart. Red Star and Catskill 2 feet. We run our furrows with a double row marker, sow fertilizer down the furrow at the rate of 400 to 500 pounds to the acre, and then make a sharp list with a two-horse machine, striking down this bed nearly level of the field with a small drag and you will be ready to set plants.

CAREFUL WITH FERTILIZER

We desire to warn our friends against the too heavy application of commercial fertilizers to young Strawberry plants. It is dangerous in the extreme. Many plants have been injured and often killed outright, but 400

or 500 pounds will not hurt them, provided it is well scattered and then cultivated in before setting the plants. We recommend raw or dissolved bone meal as the best for strawberries.

SETTING PLANTS

There are many methods of setting the plants. No particular method has advantage over another except in the saving of labor. The important thing is to get your plants in the ground the same depth as they grew in the original bed, and to pack the dirt firmly around the roots. This done there is little choice as to the method of doing it. The cultivation is always important and should be started as soon as the planting is finished. If one will take the trouble to destroy all grass and weeds the year previous on land to be planted to strawberries, it will be found to pay handsomely, as the seeds thus destroyed will not be in your berry beds to plague the grower and run up the cost of hoeing. Keep them clean until frost, hoe shallow so as not to disturb the roots, and success is assured. One other bit of advice: until July 1st, remove all blossoms from the young plants. It will pay well in increased health and vigor.

FALL PLOWING FOR GRUBWORMS

One of the most destructive pests known to berry growers is the June Bug larvae, or common grub worm. Use land that has grown cultivated crops for two years previous to setting the plants, and then plow as late in the fall as possible. This hardly ever fails to control them.

DISEASES

Strawberries do not suffer from as many ailments as do most of the other fruits. Perhaps the worst of all foes are the "leaf spot" and leaf scorch." The first is rarely very serious, but the "scorch" may be serious as to kill the entire foliage and sometimes the plants. The accepted remedy is to spray with Bordeaux Mixture as soon as the leaves attain any size in the Spring and to repeat as often as necessary so as to keep the leaves healthy until the crop is picked.

THINNING

For best results beds should never be too thickly set with plants. It has always been observed that the plants along the edges bear the most berries and of the best size, but it has now been determined that for the largest crop each plant should have at least thirty six square inches of space, that is they should be six inches apart in all directions. Obviously it will be difficult to make such spacing exact, but in general such approximate room will be found to pay. It should be borne in mind that this must be done early so the plants will attain the larger growth the wider spacing will give them. Such attention will cost, but in the end it will pay.

STRAWBERRIES AND LIME

It has always been assumed that strawberries require an acid soil for best results. It is now definitely determined that this is no longer true, especially if the organic matter in the soil is low. A series of experiments conducted by the Virginia Truck Experiment Station show that the yield is increased five times in a soil that has the proper lime content (pH 6.2) over a soil very definitely acid (pH 4.4 to pH 4.6). Plants that were transplanted to the very acid soil did not grow well and many of them died after getting a slow start. Those that lived did not make a normal number of runners and their growth was greatly retarded. Further, those that lived and grew did not produce anywhere near a normal crop of berries the following season.

Of course in the natural limestone sections, the probabilities are that no lime will ever be needed, but those who do not live in these favored localities will be wise in having their soil tested for acidity if the planting of strawberries is contemplated. It must be borne in mind that there is the danger of over liming which also reduces the yield, for that reason we strongly suggest that our customers get in touch with their State Experiment Stations and have the soil to be planted in berries analyzed. It will be possible to apply exactly the proper amount of lime for best results. If this scientific analysis is not possible for you, M. M. M. Parker, State Horticulturist in charge of these

experiments suggests that any soil that does not contain enough lime to grow Red Clover successfully is too acid for berries. In fact, the only crop, in his opinion, that very definitely needs more lime in the soil than berries is Alfalfa.

EARLY PLANTING

We should like to emphasize the great value of early setting of your plants. Even if all conditions are not favorable, we are convinced that the earlier that plants are gotten in the ground the better the chances of success. For one thing the earliest plants set by the parent plant, (if not too crowded by later growth) will always produce the best and largest fruit. The best thing to do is to get the early plants well rooted and then consistently keep the later runners off. This involves a considerable outlay of labor, but the day of shiftless cultivation of any crop has passed. Those who use down to date methods will show profits when failure marks the effort of the grower who is not willing to expend time and energy on his plantings.

MISTAKES YOU CAN MAKE

Of course we want to sell you your berry plants for this year, That is why we are sending you this little booklet, but really we are genuinely interested in your success, for the success of our customers is the basis of any success we may possibly achieve. May we point out that you can make a mistake:—

1. By paying more than good true-to name and carefully packed plants are really worth. If you do not send us your order, you may pay more but you cannot buy better.
2. By failure to get your plants in time to set early, for an early planting is a big start on the road to success. Order early and have them shipped as early as there is a reasonable prospect of using them. The way ours are packed they will keep, if placed where it is cool and damp, for several days after arrival.
3. By digging your own plants and denying the variety you grow the advantage of a change of soil and climate, so often of such great advantage to them.
4. By failure to get stock true-to name. You want what you buy. We use our utmost endeavor to safeguard our customers in this respect, and believe that 99 percent of all that we have ever shipped was true-to-label.
5. By setting plants not grown for plants alone. From us you get the whole bed, and from a warm, sandy soil. No short broken roots.
6. By buying any except fresh dug and well packed stock. We do not store any and we do pack carefully in plenty of damp moss and in slatted crates that give the crowns plenty of light and air.
7. By trying to get plants below the cost of production for good true-to name stock.
8. By a failure to select a proper soil, for every berry grower of extensive experience has found that frequently his berry plants have refused to grow. As a rule he has erroneously attributed this to disease in the plants, especially if they have been purchased rather than propagated by himself. Experiments have convinced many growers that the real trouble is in the soil itself, that there are certain places where it is practically impossible to grow berries successfully. Whether this refusal of berry plants to grow in these given places is due to the lack of a certain bacteria or plant food, or whether the soil contains some poison that kills the plants, is a moot question as yet, and one that number of State Experiment Stations are now at work on. We strongly suggest that if you are having trouble you have your soil tested for acidity.

Our life-long experience in growing Strawberries has taught us, however, that a number of kinds are practically immune from trouble on any soil, while there are others that have to be planted on favorable soils or they refuse to grow. In order that our friends may have the benefit of our experience we propose to call attention to those kinds which will grow anywhere. You may count on Dorsett, Fairfax, Blakemore, Premier, Midland, Fairpeake, Catskill and Temple giving a good bed, if any in existence will.



Setting plants on our farm forty years ago. J. W. Jones, founder of the business, is at right.

The Big Three

On pages 8, 9 and 10 of this catalog there are descriptions of what we believe to be the best varieties in existence today; **Fairfax, Premier and Catskill.**

They possess all the elements that make for success: vigor of growth, productivity, stamina at fruiting time, freedom from disease, and what is most important, the handsome appearance that always commands the highest price.

Of the three, **Premier is the most popular.** It is early, productive and a success under all conditions of soil and climate, but **Catskill** may replace it in our opinion, certainly in some localities.

We feel that a mistake is made when a long list of varieties is planted. Differing widely in general appearance, different varieties 'do not crate up well together, pickers are not satisfied to gather carefully the smaller and less productive kinds. Many of them are inferior in some particular, hence we unhesitatingly recommend these three of tested merit and unquestioned superiority. Of course, if it has been demonstrated that for your special situation of either soil or market that other kinds are best, we will be glad to fill your order.

BIG YIELDS

Writing for a large berry grower's association in Floyd County, Indiana, **Mr. William Scott**, secretary-treasurer says "Please quote us prices on Premier strawberry plants in lots of 50 to 100 thousand. Our growers have had wonderful success with your plants. Some have had yields as high as 100 24-quart crates per 1000 plants of setting. Thanking you." This too, is old, but our plants still give the same results.



A good representation of Catskill Strawberries

Catskill Is admirably filling the need for a berry to ripen just after Premier and Dorsett, since the Big Joe seems definitely on the way out as a market variety. Wherever there is the wish to plant a mid-season kind we unhesitatingly recommend the Catskill as the best on the list.

COLOR

The berries are a bright red color and are exceedingly attractive when placed in shipping packages. One advantage they possess is that they do not turn much darker after being picked, one of the serious objections to Fairfax.

PRODUCTIVE

Almost all tests have shown it is one of the, if not the most, productive kinds grown today. Premier has been the standard in the matter of quarts borne for a good many years, but a great many growers that we know have found it even a heavier producer than the famous Premier. It has, so far escaped serious frost damage in all sections that we know anything about.

FIRMNESS

It is firm enough to stand shipment to the most distant markets and be attractive on arrival. As a matter of fact, it is one of the most reliable in this particular respect.

QUALITY

We do not think that it has the fine dessert quality that character of the Dorsett and Fairfax, but it is the equal or superior of most other varieties that we know. We are confident that it will maintain its popularity even at roadside markets.

VIGOR

At the season of ripening, which is just after Premier, Dorsett and Fairfax, the foliage is always healthy, but like Dorsett during the hottest part of the summer it often shows a marked weakness for the "leaf scorch." It does better for us here than any except Blakemore.



An excellent representation of the Fairfax strawberry

Fairfax A VERY HANDSOME BERRY OF PROVED MERIT IS ALWAYS IN DEMAND AMONG BERRY GROWERS. THIS PLACE FAIRFAX ADMIRABLY FILLS. WHERE GROWERS HAVE FOUND CHESAPEAKE UNSATISFACTORY WE UNHESITATINGLY RECOMMEND THE FAIRFAX.

APPEARANCE

It is one of the handsomest we have ever seen as well as one of the very largest. It is perhaps true to say that there is none growing today that will average as large as the Fairfax. While the color is **much darker** than most desire, the gloss and beauty of the fruit compensate for that. It may be necessary to educate your customers to the fact that the **dark color does not** indicate decay. If it were only a **brighter color** it would be the greatest ever.

FIRMNESS

Perhaps the firmest of all the kinds that are in cultivation. It will keep on the vines until it dries up. This is **most unusual** in a berry of such size.

SELLING POWER

In all markets that we know anything about it has always outsold all competitors. In a year when the demand is good this may not be deeply significant, but in a season of over production IT MAY MEAN THE DIFFERENCE BETWEEN PROFIT AND LOSS.

NO THINNING NECESSARY

Fairfax will not get too thick when permitted to make a full quota of plants natural to it. For this reason the plants are very large.

It ripens with the Premier and is according to our honest opinion the very best fancy berry now in cultivation.



A field of our Premier for 1947 digging. Phoebus Jones, now managing the business, and grandson of J. W. Jones who died in 1927 after 60 years in the strawberry business. His first venture being one acre in 1867.

Premier Of all berries ever introduced Premier has been more nearly ideal than any we have ever grown. Before the introduction of Dorsett and Fairfax it was beyond all question the best early variety ever offered the American public. For several years now in spite of manifold adverse conditions it has produced enormous crops. In other years when other kinds were failing on account of lack of moisture Premier was still on the job. It is a good grower, making plenty of stocky, heavily rooted plants, but not inclined to get too thick, you always have a bed that is just about right. It is tremendously productive of good sized berries, and no matter how many kinds there are in the market Premier always brings a good price if there is not too much rain in the picking season. It does not matter where you live we can recommend Premier, as reports from all sections agree in placing it at the head of the list. The weakness it has is a failure to ship well when there is a heavy rain during the ripening season, but if it is fairly dry and cool Premier is one of the best ever grown.

PLANT SELECTION

Premier is so popular and seems destined to remain so for such a long period that we are continuing a plan to preserve and possibly improve the stock.

We are not pedigreeing anything; not claiming to do so. What we are doing is to set a block of plants very thick in the row and then to carefully cut out thru the growing season all plants that show any signs of weakness in any way, leaving for propagation purposes only the very strongest and most healthy specimens. By this method we feel confident that we will be able to indefinitely secure a vigorous and healthy stock of the most popular strawberry that has ever been grown. It is needless to say that these plants will not have any special price tag placed on them. It is really being done for our own protection as well as for that of many of our customers. Premier is a great berry; we are going to try to keep it so.



A good representation of Blakemore. One of the good Southerners.

Some Old Some New

Blakemore For all areas of the South unquestionably the best. It is a most vigorous grower, very firm, beautiful in appearance and is most productive. The quality of the fruit is quite tart when it first turns red, but if allowed to fully ripen it is sweet and fine.

Dorsett If frost did not so often get Dorsett we feel that it would be much more largely planted. The fruit is fine to the taste, very handsome with a large green cap, reasonably firm and will always sell. For us it is a much more **vigorous grower than it was ten years ago**. If you have protected areas in which to plant it, we recommend Dorsett. It ripens just ahead of Premier.

Fairpeake This is a cross between Chesapeake and Fairfax and has been developed by the U. S. Dept. of Agriculture. It is a very strong grower, making quite enough plants for fine picking bed. It ripens later than Fairfax and is of delicious quality. The Dept. of Agriculture says "Fairpeake is a sweet, high flavored general market variety of great beauty." Try a few. It looks good.

Midland This has Premier and Redheart for its parents and again the U. S. Dept. of Agriculture "raised" it. It is rated a great berry to ripen about with Premier, but **much firmer and more beautiful in appearance and in general of larger size**. The vigor of the plants is all that could be desired. It undoubtedly has a great future.



There is no doubt about it, our plants do make good beds

Pathfinder

This is from New Jersey and is said to be fine in the North. It does not show up well here, but if you have heavy rich soil in Northern Pennsylvania, New York, or New England it may be planted with confidence. It grows well for us and you will find our plants true-to-name.

Red Star

Unquestionably the best very late kind. It makes very large, robust plants that are always healthy and deep rooted. This enables them to bring to ripening a good crop of very large berries that on account of being late always find a ready market. If you wish to include a late kind in your list order Red Star.

Starbright

Makes very few plants, but those are large to very large and exceedingly vigorous. The berries are large and fine quality but there are not too many of them. You may wish to try it as a fancy type.

Temple

So far as we know there is no other kind that quite equals Temple for toughness and vigor of growth. It was developed as absolutely disease resistant. We believe it is. The berries are good size and shape, of very beautiful appearance and fair firmness. We should say about like Premier. Because of its vigor the caps stay green and the fruit holds up. In productiveness it is fair. It does not bear as many berries here as Catskill or Premier, but if you have had trouble in getting plants to grow, plant it. Medium early.

Gem

The only everbearer that we offer. So far as our experiments go, it is the best. If you have rich land and a cool moist Fall it will do quite well. However, since the coming of quick freezing of strawberries we doubt that Fall bearers have much future.

J. W. JONES & SON

STRAWBERRY PLANTS

FRANKLIN, VIRGINIA

Send to _____ R. F. D. _____

Post Office _____ Box _____

Ship by Parcel Post ().

Ship by Express (). Shipping Station_____

County or Street _____ State _____

Date of this order _____ 1947 Ship about _____ 1947

Amt. Enclosed: Check \$_____ Money Order \$_____ Stamps \$_____ Cash \$_____

Please write name and address plainly, and fill all blanks perfectly. Always state how goods shall be sent. Make all letters short and to the point.

[illegible]

NOTE—Early in the season I usually have in stock everything listed in this catalog but late in the season I frequently run short of some of the varieties, therefore when you order late please state whether I shall substitute another variety equally as good and as near like the variety ordered as possible or return your money for any stock I may be out of. Answer: Substitute Return Money.

From

J. W. Jones & Son

FRANKLIN, VIRGINIA.

SELECTED STRAWBERRY PLANTS



Price List of Strawberry Plants

BY EXPRESS, RECEIVER TO PAY CHARGES

Express is by far the best and cheapest way to ship plants.

If interested in larger quantities we will be glad to quote on any variety we can furnish.

	25	100	500	1000	per 1000 in 5,000 lots
Early Varieties					
BLAKEMORE	\$0.60	\$1.75	\$4.75	\$7.50	\$7.25
DORSETT90	2.50	7.00	10.50	10.00
FAIRFAX95	2.70	7.60	13.00	12.50
PREMIER90	2.50	7.00	10.50	10.00
Mid-Season Varieties					
CATSKILL90	2.50	7.00	10.50	10.00
MIDLAND95	2.70	7.50	10.50	10.00
TEMPLE90	2.50	7.00	10.50	
FAIRPEAKE	1.00	2.75	9.00		
Late Varieties					
PATHFINDER95	2.70	7.60	11.00	
RED STAR90	2.50	7.30	10.50	10.00
STARBRIGHT	1.00	2.75	7.50		
Everbearing Variety					
GEM	2.00	5.00	16.00		

C. O. D. POSTAGE. Instead of including the amount for same with your order, just send the amount for the plants and we will place a C. O. D. tag on shipment for the cost of the mailing. This will cost 12c additional, as the Post Office Department makes a charge of that sum for the Money Order and return of it to us. It is so very difficult to correctly estimate the exact postage that we feel that this will be better than asking our customers to remit same with the purchase price of the plants at the time of ordering.

Parcel Post. This is generally cheapest for very small shipments up to the 6th Zone; and for larger shipments where the distance is not greater than 300 miles it is fairly satisfactory. For distances greater the mailing cost is very high.

Below is a table of approximate rates for each zone.

Zone	Miles	50	100	200	300	500	1,000
1st and 2nd	0 to 150	\$0.09	\$0.11	\$0.12	\$0.16	\$0.22	\$0.37
3rd	150 to 30012	.13	.17	.23	.29	.57
4th	300 to 60016	.17	.24	.35	.45	.95
5th	600 to 100021	.22	.33	.50	.70	1.35

While always more than glad to make any necessary adjustments, we cannot be responsible for more than the original purchase price.



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